

REMARKS

Applicant cancels claims 2 and 10-12 without prejudice. Claims 1, 3-9, and 13-28 remain pending in the application. Claims 17-27 have been withdrawn from consideration. Applicant amends claim 1 for further clarification. No new matter has been added.

Claims 1-16 and 28 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 5,855,007 to Jovivic et al. in view of U.S. Patent No. 6,076,069 to Laor. Applicant respectfully traverses the rejection.

The Examiner cited “item 422” shown in Fig. 4; column 7, lines 45-50; column 9, lines 23-28; and column 10, line 63 to column 11, line 4 of Jovivic et al. as alleged disclosure of the claimed redemption server. Page 4, lines 1-3 of the Office Action.

Jovivic et al., as cited and relied upon by the Examiner, describe as follows:

“If the user elects not to mail the coupon electronically, Internet Coupon Server 124 prompts the user to input 424 whether the coupon is to be printed on the user's printing device 118. If the user chooses the printing option, the Internet Coupon Server 124 sequentially transmits coupon's digital data pattern to the Internet node's CPU 104 and the Internet node's printing device 118. Once the user has chosen one of the available options, transaction is recorded in the coupon database 130.” Column 8, lines 31-39;

“A person can select an electronic coupon 300 from the Internet Coupon Server 124, print out a hard copy and redeem it at the coupon redemption center 142 (retail outlet) or the user could send the coupon using electronic mail from the Internet Coupon Server 124 directly to the redemption center's general computing device connected into public computer network such as the Internet 122.” Column 7, lines 46-52;

“After the transaction is recorded, the Internet Coupon Server 124 notifies the transaction 512 over the Internet Coupon ICNC gateway to the coupon owner's ICNC 134 by first sending customer's name 320, then customer's identification number 322 and then the current coupon serial number 318.” Column 9, lines 23-28; and

“When an ICNC 134 receives an electronic message from the Internet Coupon's ICNC Gateway 132, it first verifies whether that electronic message is a coupon redemption message 802 notifying the ICNC 134 that a particular coupon in the ICNC's coupon category was redeemed. If the message is a coupon redemption message, the message is stored 804 in the ICNC's coupon redemption data base 138, said message containing coupon serial number and redemption center's identification number.” Column 10, line 62 to column 11, line 3.

Thus, Jovicic et al., as cited and relied upon by the Examiner, fail to disclose or suggest changing owner identification information recorded in a transfer memory from an original owner to a transferee according to transmission of an electronic coupon from one information terminal to another.

Again, Laor, as cited and relied upon by the Examiner, only describes, a “system for distributing and redeeming electronic coupons.” Col. 3, lines 12-13 of Laor. Laor only describes an electronic coupon being transferred between a server system and a client computer system and the electronic coupon information being transferred between the server systems. Thus, Laor would still have failed to cure the above-described deficiencies of Jovicic et al. in failing to disclose or suggest changing owner identification information recorded in a transfer memory from an original owner to a transferee according to transmission of an electronic coupon from one information terminal to another.

In other words, even assuming, arguendo, that it would have been obvious to one skilled in the art at the time the claimed invention was made to combine Jovicic et al. and Laor, such a combination would still have failed to disclose or suggest,

“[a]n electronic transaction method using an electronic coupon in an electronic transaction system comprising an electronic shop server opening an electronic shop site on Internet to operate and manage said electronic shop site, a coupon issuance/management server, which has a transfer management memory, issuing and managing an electronic coupon having pecuniary value information usable in a

settlement of an electronic transaction for said electronic shop site, and a plurality of information terminals individually operable to access to said electronic shop and to access each other to carry out an electronic transaction, said electronic transaction method comprising:

requesting said coupon issuance/management server to issue said electronic coupon from one of said information terminals;

issuing, to said requesting information terminal having requested said electronic coupon by said coupon issuance/management server, said electronic coupon having said pecuniary value information and original owner identification information related to said requesting information terminal;

recording and managing, by said coupon issuance/management server, said owner identification information of said electronic coupon as coupon management information in the transfer management memory; and

changing, by said coupon issuance/management server, said owner identification information recorded in said transfer management memory from the original owner to a transferee according to transmission of said electronic coupon **from one to another of said information terminals**,” as recited in claim

1. (Emphasis added)

Accordingly, Applicant respectfully submits that claim 1, together with claims 3-9, 13-16, and 28 dependent therefrom, is patentable over Jovicic et al. and Laor, separately and in combination, for at least the above-stated reasons.

In view of the remarks set forth above, this application is in condition for allowance which action is respectfully requested. However, if for any reason the Examiner should consider this application not to be in condition for allowance, the Examiner is respectfully requested to telephone the undersigned attorney at the number listed below prior to issuing a further Action.

Any fee due with this paper may be charged to Deposit Account No. 50-1290.

Respectfully submitted,

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